

To the FCC regarding the Commissions localism concerns...MB Docket number 04-233. The essence of being a successful broadcaster is to understand and respond to the needs of its community. Beyond playing the music, talk or sports programming it is essential for the station use its airtime to inform.

The Portland Radio Group, WBAE/WGAN/WMGX/WPOR/WVAE/WYNZ/WZAN, is proud to serve the community of Southern Maine and we are proud of our achievements.

All of the Portland Radio Group stations feature local news weekday and weekend mornings. WGAN employs Maine's largest radio news staff and offers live local news and updates 24/7. WGAN is also the conduit for other Portland Radio Group stations to immediately report breaking local news.

In 2004 the Portland Radio Group utilized its resources to bring on two new employees and create Southern Maine's first radio traffic network. Serving the community with traffic reports is a direct result of the Maine Turnpike, increasing to 3 lanes in 2004, the population growth of the suburbs and the increase of commuter patterns in the past 10 years.

In addition to regularly airing local public service announcements, the Portland Radio Group stations are intimately involved with community groups.

WMGX has been a strong supporter of the Greater Portland Community resource center, having raised over 1 million pounds of food in the past 10 years. The Feed The Hungry Food drive was created as a result of the Community Resource Center losing 40% of their federal funds.

WPOR hosts and funds holiday parties for underprivileged kids each December. The two parties are attended by hundreds of kids selected by the local YMCA in York County and by local social service agencies.

WBAE 1490 and WVAE 1400 (simulcast) work with the community schools to highlight the outstanding athlete of the week.

With a strong local morning talk show WGAN regularly features community leaders and newsmakers to discuss areas of concern. With local interviews, and listener call in interaction, it is a town meeting every morning on WGAN... Including weekends. There are live local talk shows on Saturday and Sunday mornings. WGAN regularly broadcasts from the Greater Portland Chamber of Commerce monthly meeting. As the radio news leader WGAN regularly hosts local debates during the political seasons.

Each station also airs the Portland Radio Group Forum, a weekly 30-minute interview with community groups and individuals.

For the past few years the Portland Radio Group has invited a group of listeners (30-40) to our studios. The goal is to get their feedback about a station and give them an opportunity to offer input on how best to meet their needs.

The Portland Radio Group is also a strong supporter of local arts and music. WMGX regularly works with the City of Portland Recreation department to promote and host the summer "Sunset Folk Series". In addition to promoting the event to increase attendance WMGX also hosts the local musician in studio with an opportunity to perform their music.

The Portland Radio Group has a longstanding relationship with the Portland Stage Company. Downtown Portland has been re-born as an "arts district" in the past 10 years. The Portland radio Group has supported city efforts to promote this brand and the local organization from the Portland Stage Company, the Children's Museum, Portland's Downtown District Association and Maine Arts.

The Portland Radio Group offers an open door policy to listeners, community organizations and civic leaders. It might be as simple as promptly returning a phone call or setting a meeting to discuss larger issues.

- News
- Weather
- Traffic
- Community Involvement
- Providing leadership in promoting community events
- Local programming
- Locally operated

These are the tenets with which Portland Radio Group serves Southern Maine. And we are proud of our service.

Sincerely,

Cary Pahigian
President/General Manager
Portland Radio Group

Chris Mac McGorrill
Operations Manager
Portland Radio Group

Portland, Maine